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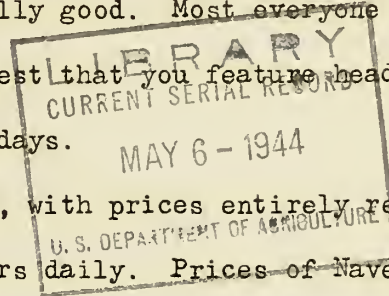
UNITED STATES DEPARTMENT OF AGRICULTURE
Food Distribution Administration (WFA)

Release for
Press and Radio

Cincinnati, Ohio
January 4, 1944

WARTIME FOOD BULLETIN NO. 56

Offerings of Western head lettuce on our local market are comparatively heavy. Track holdings are now in the neighborhood of ten cars daily. Prices are reasonable. In fact, this is the first time in several months that head lettuce has sold below ceiling prices in Cincinnati. Quality is generally good. Most everyone is fond of fresh, crisp iceberg lettuce. Therefore, I suggest that you feature head lettuce in the press and on the air during the next few days.



California Navel oranges continue plentiful, with prices entirely reasonable. Receipts of oranges are now approximately ten cars daily. Prices of Navels are well below ceiling levels; and inasmuch as the California Navel is in a class by itself for eating out-of-hand, local housewives should feature these oranges at this time. The Navel orange contains generous quantities of vitamins A, B-1, and C - all necessary for good health and well-being. Vitamin A, as you know, is very important at the present time; it's this particular vitamin which guards the body against infection by the common cold. Remember Navel oranges when you go shopping for fresh fruits and vegetables.

California and Arizona cauliflower is on sale in moderate quantities. Quality is generally good and prices reasonable. Cauliflower is acceptable at any time, but especially so during the month of January. This is another vegetable which should be included in this week's shopping list.

Texas spinach is on sale in moderate to heavy quantities, and at very reasonable prices. In fact, spinach may be considered in the bargain class. Spinach is the outstanding green, leafy vegetable. It is rich in vitamins and contains some iron and calcium.

Kale and collard from Virginia are also available, as well as fairly liberal quantities of celery from both California and Florida. These should also be included in vegetable menus.

W. H. MOSIER
Federal Food Reporter

Cincinnati, Ohio
January 11, 1944

WARTIME FOOD BULLETIN NO. 57

California and Arizona Cauliflower constitute the outstanding BUY on the local Produce Market. Shipments are comparatively heavy, and quality generally good. Cauliflower is sometimes considered a luxury but, believe it or not, it is now one of the cheapest vegetables in Cincinnati. May I suggest that you recommend cauliflower in the Press and on the Air? When purchasing cauliflower, it is well to remember that the head is nothing more or less than a compact mass of tiny flower buds. If the 'flower is of best quality, the buds have not yet started to open. In case they have started to open, they may give the head a yellowish cast and "ricey" appearance. This, of course, detracts from both quality and appearance.

It is a coincidence that another member of the Cabbage Family is rather plentiful and reasonable in price at this time. I refer to Italian Sprouting Broccoli - usually called just plain "broccoli". From a botanical standpoint, broccoli is closely related to cauliflower; in fact, they are practically the same with the exception of color; broccoli, as you know, being of a dull, bluish color, while cauliflower is white, or creamy white. However, the broccoli head - like the cauliflower head - is composed of a compact mass of tiny flower buds; and, like cauliflower, broccoli is of best quality when these buds have not started to open. Broccoli is usually considered a luxury; but at this particular time, I should like to recommend it for the consideration of local housewives.

MAY 6 - 1944

Receipts of sweet potatoes are rather heavy. Quality is good to excellent, but prices continue high. Shipments of Florida tangerines are heavy. Offerings are now in the neighborhood of 100 cars daily. Quality is generally good, and prices well within reason. The season for this fruit is short. It should be included in shopping lists at this particular time. Offerings of both oranges and grapefruit are rather heavy. Prices are reasonable. All citrus contains generous quantities of vitamin C.

W. H. MOSIER
Federal Food Reporter

